*Figure 1*

100 ⟹ Typical Internet Network Configuration

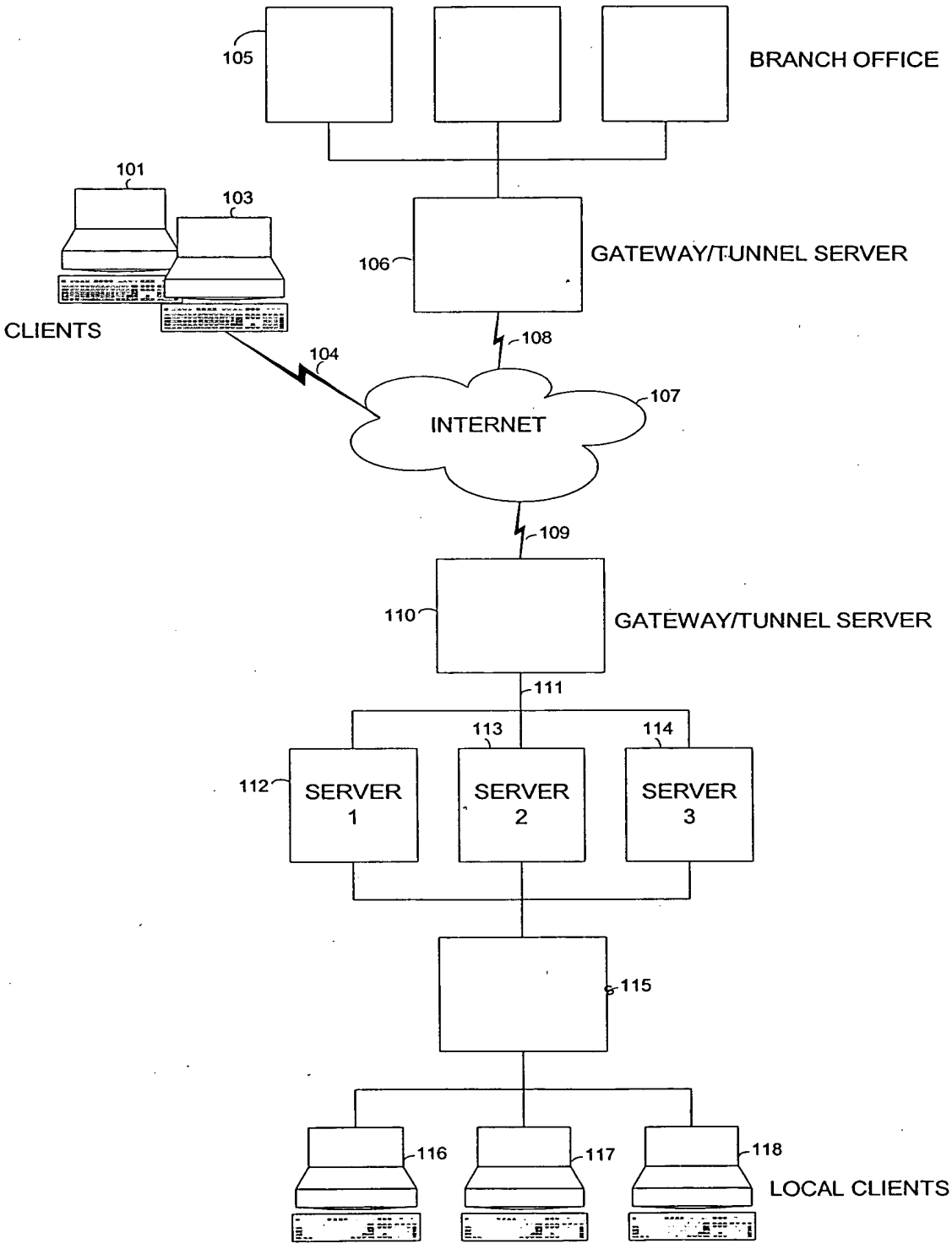


*Figure 2*

200 Typical General Purpose Computer/

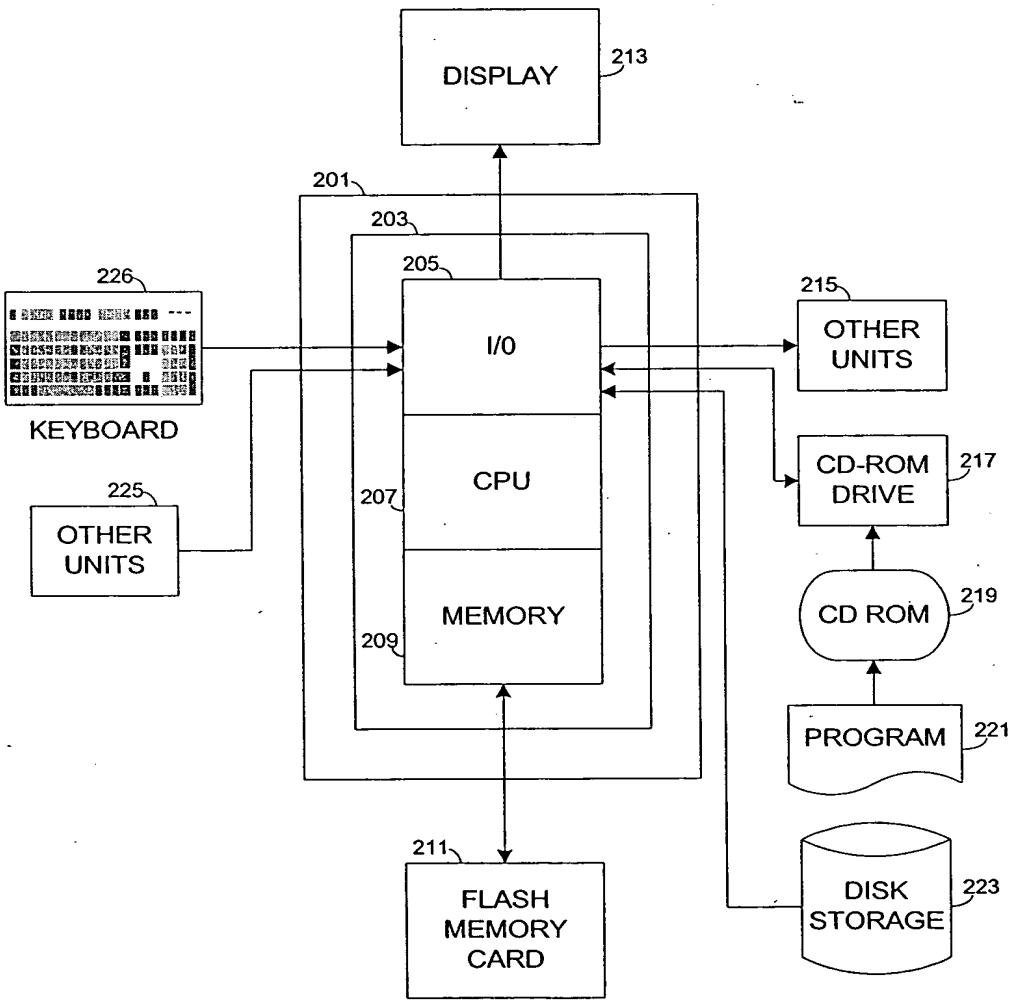
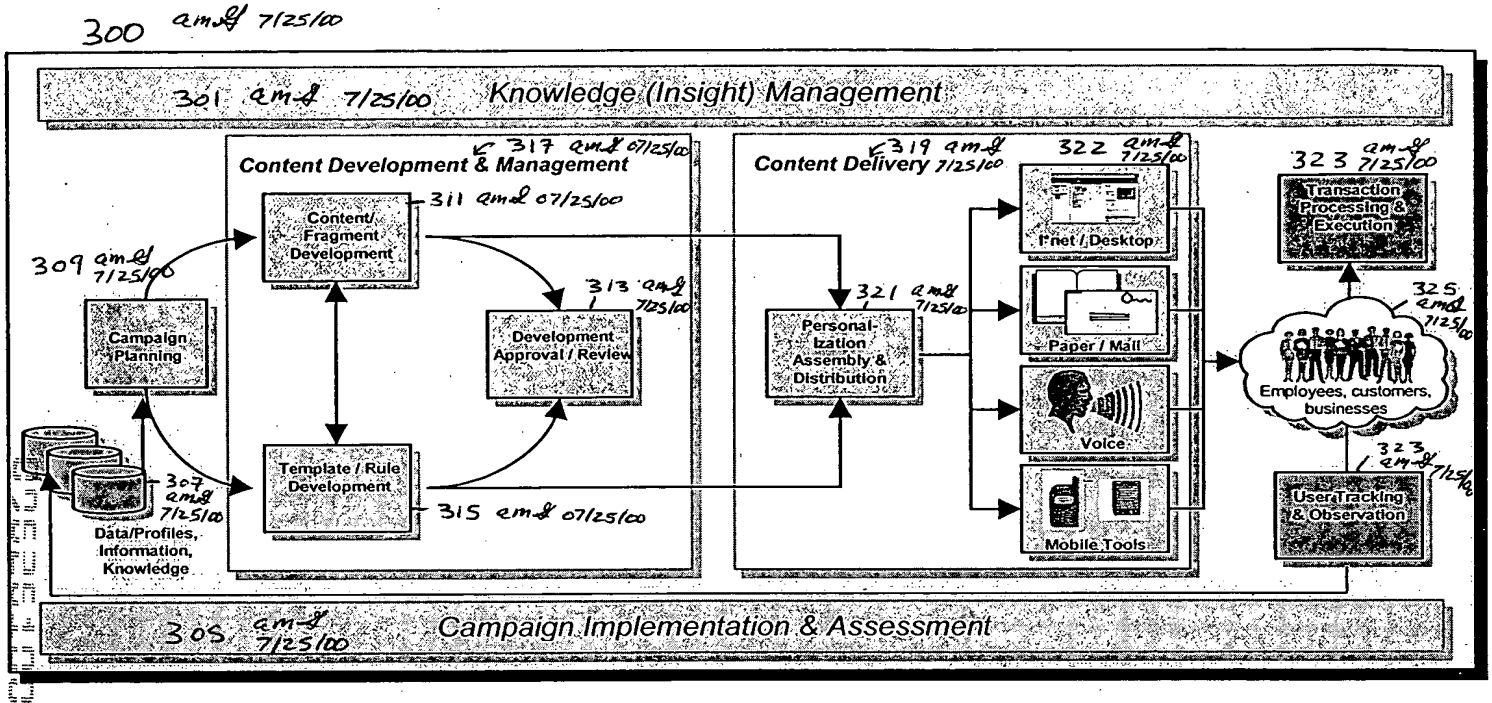


**FIGURE 3**


300
301 Knowledge (Insight) Management
Content Development & Management
317
311
Content/ Fragment Development
309
Campaign Planning
313
Development Approval / Review
Template / Rule Development
315
307
Data/Profiles, Information, Knowledge
Content Delivery 7/25/00
319
321
Personal-ization Assembly & Distribution
322
I*net / Desktop
Paper / Mail
Voice
Mobile Tools
323
Transaction Processing & Execution
325
Employees, customers, businesses
User Tracking & Observation
305
Campaign Implementation & Assessment

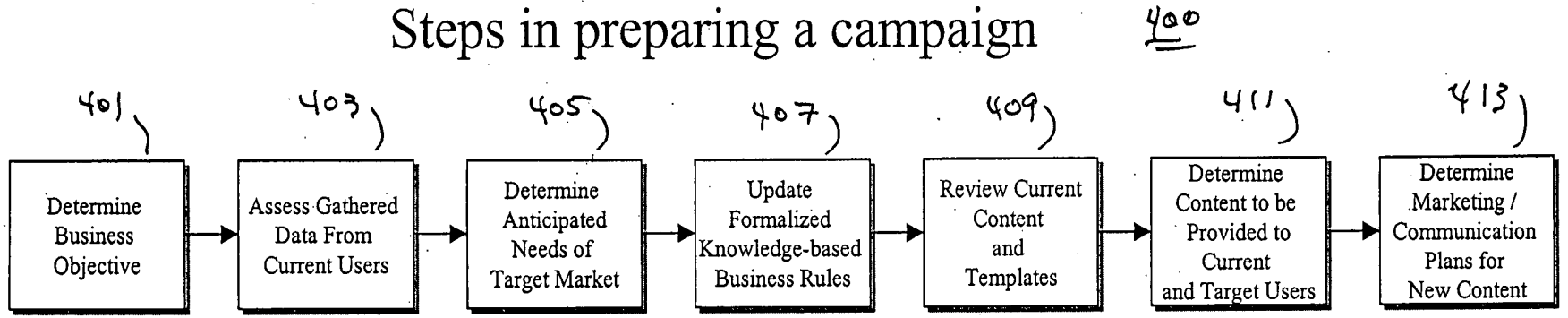

Steps in preparing a campaign
400
401
Determine Business Objective
403
Assess Gathered Data From Current Users
405
Determine Anticipated Needs of Target Market
407
Update Formalized Knowledge-based Business Rules
409
Review Current Content and Templates
411
Determine Content to be Provided to Current and Target Users
413
Determine Marketing / Communication Plans for New Content

FIGURE 4

# Steps for content development

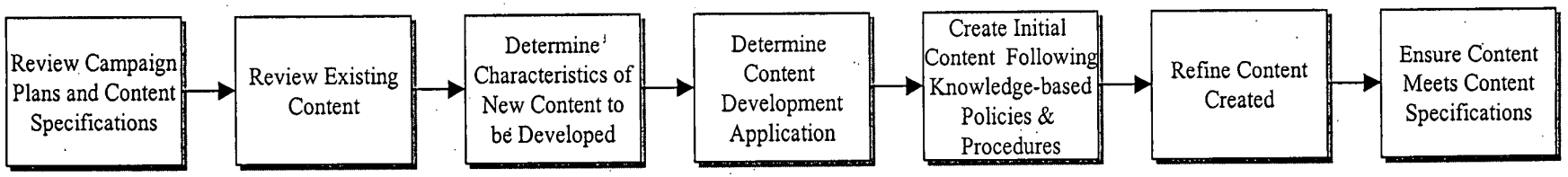



**FIGURE 5**

# Steps for preparing templates

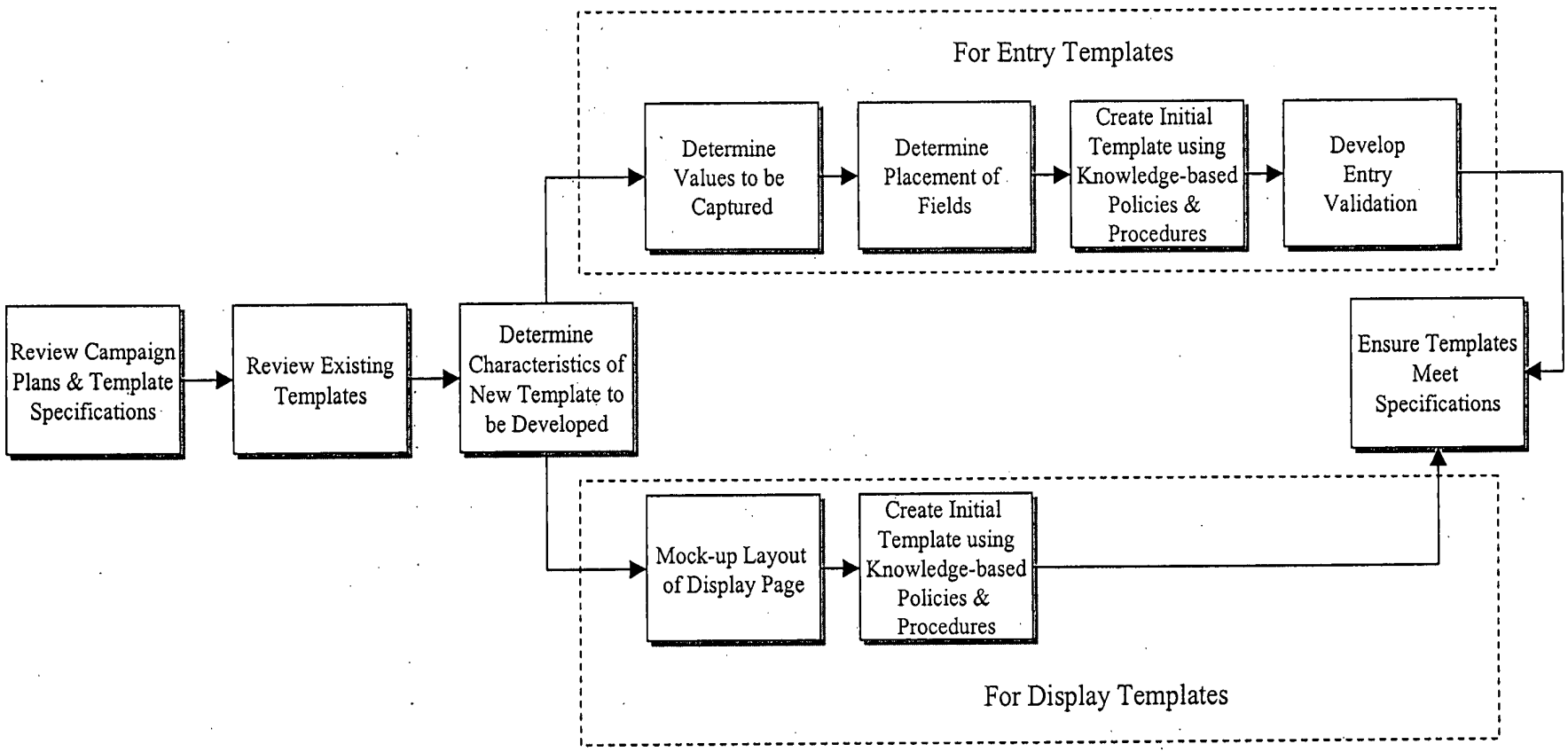



**FIGURE 6**

# Exemplary Data Structure for Profile

| Field | Type |
|---|---|
| ID | INT |
| IP_ADDRESS | VARCHAR |
| USER_NAME | VARCHAR |
| FIRST_ACCESS | TIME/DATE |
| LAST_ACCESS | TIME/DATE |
| TOTAL_ACCESSES | INT |
| TOTAL_CLICKS | |
| TOPIC_A_CLICKS | INT |
| TOPIC_B_CLICKS | INT |
| TOPIC_C_CLICKS | INT |
| TOPIC_D_CLICKS | INT |
| . | . |
| . | . |
| . | . |

**FIGURE 7**

# Simple example of the process of conversion from tacit to explicit knowledge

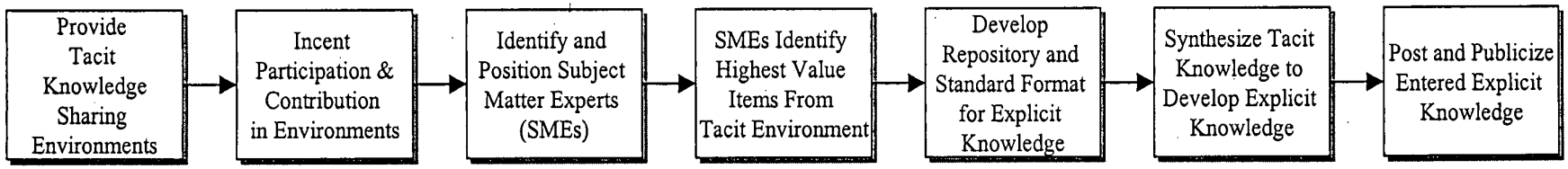



FIGURE 8